7. (once amended) A method according to Claim 1 wherein said step of evaluating the model's performance over time and discovering user defined trends further comprises the step of maintaining feedback into a targeting engine to improve subsequent modeling cycles.

9. (once amended) A system for evaluating marketing campaign data, said system comprising:

a customer database further comprising historical campaign results;

a graphical user interface for presentation of trend analysis data; and

a targeting engine configured to evaluate models and define trends relating to the marketing campaign data.

10. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to evaluate models that are time based multidimensional On Line Analytical Processing (OLAP) history structures.

11. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to discover user defined trends.

12. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to determine where profitability has been changing over time.

13. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to determine where a response rate has been changing over time.

14. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to determine where a number of accounts are being closed.

15. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to determine propensity of a customer to avail themselves to other products over time.

16. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to check model performance of the model based on user defined criteria.

17. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to analyze a particular population segment.

18. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to maintain feedback to improve subsequent modeling cycles.

19. (once amended) A system according to Claim 9 wherein said targeting engine is further configured to use gains charts to illustrate customer trends.

Please add the following claim:

20. (newly added) A method of evaluating marketing campaign data, the data being in the form of customer lists, database scores, stored procedures, and On Line Analytical Processing (OLAP) multidimensional structures, said method comprising the steps of:

generating gains charts by comparing marketing campaign customer lists to corresponding marketing campaign results;

evaluating models by using structures that segment gains charts to identify where a model is under performing;

evaluating the model's performance over time and over a plurality of marketing campaigns; and